

REDEVELOPMENT AGENCY AGENDA REPORT

SUBJECT: Position Allocation – Economic Development Specialist

AGENDA DATE: November 18, 2008

PREPARED BY: Rosalind Guerrero, RDA Director

APPROVED FOR AGENDA BY: Ralph Velez, City Manager

RECOMMENDATION: Approve funding and allocation of Economic Development Specialist position

FISCAL IMPACT: Salary Range 92 \$4,262.00 - \$5,180.00 per month

BACKGROUND INFORMATION: (Prior action/information)

The position of Economic Development Specialist is an allocated and funded position in the Redevelopment Agency department. The position has been funded since the year 1998 and is responsible for a variety of activities and programs that further the economic development efforts of the city and agency. A description is attached for your reference.

The Redevelopment Agency is in the process of reorganizing staff positions to identify employees' strengths with a position allocation within the Agency. One of the positions being evaluated is the position of Economic Development Specialist. The position has historically reported to the Redevelopment & Economic Development Director. Most recently the position has been changed to report to the City Manager/RDA Executive Director with the position located in the Administration office of City Hall.

During the 2008-09 budget approval process in June of this year, the position of Economic Development Specialist was approved and funded. The Council agenda item of November 5, 2008 was placed on the agenda erroneously requesting a budget amendment to fund the position. As stated previously, the position has been funded by the prior City Council/Agency Board members that approved the 2008-09 budget in June of this year.

At the Council/RDA meeting of November 5, 2008 direction was given to de-fund the position.

RECOMMENDATION: Approve the re-funding and allocation of the Economic Development Specialist position for the remainder of the FY 2008-09.

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CITY OF CALEXICO

CLASS TITLE: ECONOMIC DEVELOPMENT SPECIALIST

BASIC FUNCTION:

Under the direction of the Redevelopment & Economic Development Director, provide a variety of promotional and marketing services to facilitate and enhance public awareness of Economic Development operations, activities, programs and services; prepare and disseminate related promotional materials; prepare and maintain various records and reports.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Provide a variety of promotional and marketing services to facilitate and enhance public awareness of Economic Development operations, activities, programs and services; assist the City with meeting Economic Development goals and objectives; collaborate with various outside agencies on joint marketing efforts.

Prepare, compose and distribute a variety of promotional and marketing materials such as advertisements and press releases; arrange for the placement and circulation of promotional and marketing materials; research and utilize statistics to enhance effectiveness of marketing efforts; print, assemble and prepare materials for distribution.

Plan and participate in public relations, outreach and promotional activities to stimulate growth and development in the City; disseminate information regarding City programs to attract new business and industry, developers, financing, job training and available suppliers.

Compile information and prepare and maintain a variety of records, reports and files related to marketing and incentive programs, Enterprise Zone, vouchers, payments and assigned activities; establish and maintain automated records and files concerning Enterprise Zone.

Establish and maintain contact with outside agencies, developers, entrepreneurs and the public to promote Economic Development objectives; meet, confer with and refer businesses, developers and members of the community to appropriate City programs, departments and community resources to meet business and economic development needs.

Develop, prepare and deliver oral presentations concerning Economic Development services, programs, goals and objectives to organizations, businesses and members of the community; present materials and information concerning new business and industry, financing, job training and other economic development functions.

Serve as a technical resource to outside agencies and the public concerning new businesses and economic development; respond to inquiries and provide detailed and technical information concerning related programs, services, practices, strategies, resources, standards and procedures; provide storefront and sign program information.

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Communicate with City personnel, various outside agencies and the public to exchange information, coordinate programs and services, and resolve issues or concerns; initiate and receive telephone calls; prepare, distribute and respond to a variety of correspondence.

Operate a variety of office equipment including a copier, fax machine, overhead projector, computer and assigned software; drive a vehicle to conduct work.

Provide loan program information and materials to potential applications; review and verify accuracy and completeness of loan program applications and submit for approval.

Attend and participate in various meetings, committees and conferences as assigned; research companies and set up appointment for trade show attendance.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Practices, methods and procedures involved in developing, implementing and conducting public relations, strategic communications, marketing and promotional activities.

Public relations and marketing practices, procedures, techniques and terminology.

Techniques, practices and procedures involved in the preparation, development and production of promotional and marketing materials.

State, federal and local agencies involved in community and economic development programs and projects.

Policies, goals and objectives of assigned program and activities.

Methods of collecting and organizing data and information.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Operation of a computer, desktop publishing equipment and assigned software.

Record-keeping and report preparation techniques.

Public speaking techniques.

ABILITY TO:

Provide a variety of promotional and marketing services to facilitate and enhance public awareness of Economic Development operations, activities, programs and services.

Prepare, compose, print, assemble and distribute a variety of promotional and marketing materials. Plan and participate in public relations, outreach and promotional activities to stimulate growth and development in the City.

Assist the City with meeting Economic Development goals and objectives

Establish and maintain contact with outside agencies, developers, entrepreneurs and the public to promote Economic Development objectives.

Meet, confer with and refer businesses, developers and members of the community to appropriate programs, departments and community resources to meet business and economic development needs.

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Prepare and deliver oral presentations.
Serve as a technical resource concerning new businesses and economic development.
Operate a computer, desktop publishing equipment and assigned software.
Determine appropriate action within clearly defined guidelines.
Work independently with little direction.
Maintain records and prepare reports.
Meet schedules and time lines.
Communicate effectively both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in marketing, communications or related field and two years increasingly responsible marketing, advertising or related experience.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.
Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.
Hearing and speaking to exchange information and make presentations.
Seeing to read a variety of materials.
Sitting for extended periods of time.